EXAMINER'S AMENDMENT

1.   An examiner's amendment to the record appears below. Should the changes

and/or additions be unacceptable to applicant, an amendment may be filed as provided

by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be

submitted no later than the payment of the issue fee.

2.   Authorization for this examiner's amendment was given in a telephone interview

with Mr. Noel C. Gillespie on 9/22/08.

3.   Claims 13, 76, and 83 have been amended as follows:

13.   (Currently Amended) A telecommunications advertising system, comprising:

        an advertisement database that stores subscriber specific or third party

advertisements; and

        a processor coupled with the advertisement database, the processor configured

to:

        selectively associate, based on one or more factors selected from the group

consisting of user preferences, language, communication source, communication type,

time of day, communication destination, and geography, at least one advertisement in

the advertisement database with a source of the incoming communication and with a

destination of the incoming communication,

cause at least one advertisement associated with the destination to be routed to

the destination when the destination goes off hook in response to the incoming

communication,

with respect to a ringback signal that would normally be routed to the source,

cause ~~the~~ at least one short advertisement associated with the source to replace only

~~the~~ rings tones of ~~a~~ the ringback signal ~~that would normally be routed to the source~~, and

cause the ringback signal to continue to be applied to the source until after the

advertisement applied to the destination is complete, at which time the source and

destination can be connected.

76.   (Currently Amended) A telecommunications advertising system, comprising:

an advertisement database that stores subscriber specific or third party

advertisements; and

a processing means configured to selectively associate a plurality of short

advertisements in the advertisement database with a source of the incoming

communication, associate at least one advertisement with a destination of the incoming

communication, cause at least one advertisement associated with the destination to be

routed to the destination when the destination goes off hook in response to the incoming

communication, and with respect to a ringback signal that would normally be routed to

the source, ~~to~~ cause the plurality of short advertisements associated with the source to

replace only ~~the~~ rings tones of ~~a~~ the ringback signal ~~that would normally be routed to the~~ ~~source~~.

83.   (Currently Amended) A telecommunications advertising system, comprising:

an advertisement database that stores subscriber specific or third party advertisements; and

a processing means configured to selectively associated, based on one or more factors selected from the group consisting of user preferences, language, communication source, communication type, time of day, communication destination, and geography, a plurality of short advertisements in the advertisement database with a source of an incoming communication, associate at least one advertisement with a destination of the incoming communication, cause at least one advertisement associated with the destination to be routed to the destination when the destination goes off hook in response to the incoming communication, and with respect to a ringback signal that would normally be routed to the source, ~~to~~ cause the plurality of short advertisements associated with the source to replace only ~~the~~ rings tones of ~~a~~ the ringback signal ~~that would normally be routed to the source~~.

/Quynh H Nguyen/

Primary Examiner, Art Unit 2614